

South East *Build Wisconsin* Regional Workshop Small Group Record

Small Group: Single Red (color)

Facilitator: Vic Grassman

Recorder-Reporter: Olga Rammer

Top 10 responses to the question: “What can the State do to foster economic growth in your region?”

Priority response #1 (votes: 4) Marketing and promoting state image (regional).

Priority response #2 (votes: 4) Local government and non-profits must have regional and/or local partnerships—plan to access state fund money for economic development.

Priority response #3 (votes: 3) Evaluate previous state economic development record.

Priority response #4 (votes: 3) Create tax incentives to foster entrepreneurial environment.

Priority response #5 (votes: 3) Market benefits of technical education to primary and secondary schools.

Priority response #6 (votes 2) Tax incentives to promote investment in seed capital and angel funds.

Priority response #7 (votes: 2) Support development of workforce housing, job rides, and child care.

“Actions Necessary to Achieve our Ideas” Exercise

“If we want to accomplish this [priority issue #1], what does “the State” (as defined earlier) have to do now?”

Priority Issue #1 Marketing and promoting state image (regional).

Responses to the question: “If we want to accomplish this [priority issue], what does “the State” (as defined earlier) have to do now?”

*Develop Wisconsin brand (regional).

*Educate the media internally/externally.

*Hire marketing firm with national focus to create campaign.

*Create task force to hire/collaborate marketing firm.

-task force of cross-section of businesses, CBO's, residents, and government agencies (public/private).

*Possible funding through user fees. For example, auto rental, hotels, boat fees, etc.

Priority Issue #2 `Local government and non-profits must have regional and/or local partnerships—plan to access state funds for economic development.

Responses to the question: “If we want to accomplish this [priority issue], what does “the State” (as defined earlier) have to do now?”

*Create a state statute.

Priority Issue #3 Evaluate previous state economic development record, such as the report to the Governor on technical education or Wisconsin Works.

*Give the reports to the Council of Workforce Investment.

*Recommendations from CWI to legislature for implementation.

*Combine with results from Build Wisconsin.